## ORDER

Orders Order / Rev: 722238 06372966 Alt Order #: Product Desc: **US CHAMBER** WKYC Estimate: 1497 Flight Dates: 10/16/12 - 10/25/12 Primary AE: Joe Knauer Original Date / Rev: Sales Office: T-WAS 10/12/12 / 10/12/12 Order Type: Political Sales Region: NAT Mentzer Media Services/ POL Agency Name: **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 600 Fairmount Ave. Suite 306 Billing Cycle: EOM/EOC Towson, MD 21286 Agency Commission: 15% Advertiser Name: **US Chamber of Commerce** Demographic: A35+ New Business Thru: **Product Codes:** IS-Issue/Non Order Separation: 00:15:00 Priority: P-5 Advertiser External ID: Revenue Codes: AGY, GEN, POL Agency External ID:

**Totals** 

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/25/12	72	\$228,100,00	\$193.885.00

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	72	\$228,100.00	\$193,885.00	0.00
Totals	72	\$228,100,00	\$193.885.00	0.00

## **Account Executives**

Bill Plan

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln Ch Start	End	Inventory Code	Break	Start/End	Time Days	Len Spots	Rate Pri	Rtg Type	Spots	Amount
E 1 WKYC 10/16/	12 10/19/12	M-F 7-9a Today	СМ	7a-9a	- TW- F	:30 3	\$2,500.00 P-5	0.00 NM	3	\$7,500.00
1X PER DAY		Today Show								
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/15/12	10/21/12	- TW- F	3	\$2,500.00	0.00					
E 2 WKYC 10/16/	12 10/19/12	M-F 9-10a Today	II CM	9a-10a	- TW- F	:30 3	\$1,200.00 P-5	0.00 NM	3	\$3,600.00
1X PER DAY		Today Show II								
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/15/12	10/21/12	- TW- F	3	\$1,200.00	0.00					
E 3 WKYC 10/16/	12 10/18/12	Days of Our Lives		1p-2p	- TWT	:30 3	\$1,200.00 P-5	0.00 NM	3	\$3,600.00
		Days of Our Lives	3							
1X PER DAY										
Start Date	End Date	Weekdays	Spots/Week	Rate	<u>Rating</u>					
Week: 10/15/12	10/21/12	- TWT	3	\$1,200.00	0.00					
E 4 WKYC 10/16/	12 10/19/12	M-F 4-5p	CM	4p-5p	- TWTF	:30 4	\$1,000.00 P-5	0.00 NM	4	\$4,000.00
		Ellen Degeneres								
1X PER DAY										
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/15/12	10/21/12	- TWTF	4	\$1,000.00	0.00					
E 5 WKYC 10/16/	12 10/19/12	M-F 5-6p	CM	5р-6р	- TW- F	:30 3	\$2,000.00 P-5	0.00 NM	3	\$6,000.00
		Dr. Phil								
1X PER DAY										
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/15/12	10/21/12	- TW- F	3	\$2,000.00	0.00					

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Order / Rev: 722238 Advertiser: US Chamber of Commerce

Alt Order #: 06372966 Product Desc: **US CHAMBER** WKYC

Flight Dates: 10/16/12 - 10/25/12 Estimate: 1497

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Ln Ch Start E 6 WKYC 10/16/1	2 10/19/12	Inventory Code M-F 6-630p	СМ	Start/End Ti	ime Days - TWTF	Len Spot	s Rate Pri 4 \$3,800.00 P-5	0.00 NM	Spois 4	Amount \$15,200.00
L 0 WK1C 10/10/1	2 10/13/12	Channel 3 News		ор-озор	- 1 W11	.50	4 \$5,000.001 -5	O.OO INIVI	4	ψ13,200.00
1X PER DAY										
<u>Start Date</u> Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> - TWFF	Spots/Week 4	Rate \$3,800.00	Rating 0.00					
E 7 WKYC 10/16/1		Nightly News	CM	M-Su 6:28p-7		:30	4 \$8,000.00 P-5	0.00 NM	4	\$32,000.00
		Nightly News		•	•					, ,
1X PER DAY	End Data	Modedaya	Cnoto/Mook	Doto	Dating					
<u>Start Date</u> Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> - TWFF	Spots/Week 4	Rate \$8,000.00	Rating 0.00					
E 8 WKYC 10/16/1		Tonight Show	СМ	1135p-1237a		:30	4 \$2,800.00 P-5	0.00 NM	4	\$11,200.00
AV DED DAV		Tonight Show								
1X PER DAY Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/15/12	10/21/12	- TWTF		\$2,800.00	0.00					
E 9 WKYC 10/16/1	2 10/20/12	LN (M-Su)	CM	11P-1135P	- TWTFS-	:30	5 \$4,500.00 P-5	0.00 NM	5	\$22,500.00
1X PER DAY		Late News (M-Su	)							
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/15/12	10/21/12	- TWFS-		\$4,500.00	0.00					
10 WKYC 10/19/1	2 10/19/12		CM	9-10p	F	:30	1 \$8,000.00 P-5	0.00 NM	1	\$8,000.00
Start Date	End Date	Fri Prime B	Spots/Week	Rate	Rating					
Week: 10/15/12	10/21/12	<u>Weekdays</u> F		\$8,000.00	0.00					
11 WKYC 10/20/1	2 10/20/12	Sat Prime C	CM	10-11p	S-	:30	1 \$3,500.00 P-5	0.00 NM	1	\$3,500.00
		Sat Prime C								
<u>Start Date</u> Week: 10/15/12	End Date 10/21/12	Weekdays S-	Spots/Week 1	Rate \$3,500.00	Rating 0.00					
12 WKYC 10/21/1			CM	8a-9a	S	:30	1 \$3,000.00 P-5	0.00 NM	1	\$3,000.00
		NBC Today Show	/ (Su)							, ,
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/15/12 E 13 WKYC 10/22/1	10/21/12		CM	\$3,000.00 7a-9a	0.00 МГWГ	:30	4 \$2,500.00 P-5	0.00 NM	4	\$10,000.00
L 13 WKTC 10/22/1	2 10/23/12	Today Show	Civi	ra-sa	IVII VV I	.30	4 \$2,500.00F-5	O.OO INIVI	4	\$10,000.00
1X PER DAY		•								
<u>Start Date</u> Week: 10/22/12	End Date 10/28/12	Weekdays MTWT	Spots/Week 4	Rate \$2,500.00	Rating 0.00					
E 14 WKYC 10/22/1				9a-10a	МГWГ	:30	4 \$1,200.00 P-5	0.00 NM	4	\$4,800.00
		Today Show II					, ,			, ,
1X PER DAY	End Data	Maakdaya	Cnoto/Mook	Doto	Dating					
<u>Start Date</u> Week: 10/22/12	End Date 10/28/12	<u>Weekdays</u> MTWT	Spots/Week 4	Rate \$1,200.00	Rating 0.00					
E 15 WKYC 10/22/1		Days of Our Lives		1p-2p	МГWГ	:30	4 \$1,200.00 P-5	0.00 NM	4	\$4,800.00
AV DED DAV		Days of Our Lives	3							
1X PER DAY Start Date	End Date	Weekdays	Spots/Week	Rate	Rating				ł	
Week: 10/22/12	10/28/12	<u>МГWГ</u>		\$1,200.00	0.00					
E16 WKYC 10/22/1	2 10/25/12	·	СМ	4p-5p	МГWГ	:30	4 \$1,000.00 P-5	0.00 NM	4	\$4,000.00
1X PER DAY		Ellen Degeneres								
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/22/12	10/28/12	МГWГ		\$1,000.00	0.00					
E 17 WKYC 10/22/1	2 10/25/12	M-F 5-6p Dr. Phil	CM	5р-6р	МГWГ	:30	4 \$2,000.00 P-5	0.00 NM	4	\$8,000.00
1X PER DAY		DI. FIIII								
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/22/12	10/28/12	MTWT		\$2,000.00	0.00	.00	4 \$2 000 00 5	0.00 1114	,	<b>C4E 000 00</b>
E 18 WKYC 10/22/1	Z 10/25/12	M-F 6-630p Channel 3 News	CM at 6p	6p-630p	МГWГ	:30	4 \$3,800.00 P-5	0.00 NM	4	\$15,200.00
1X PER DAY			·							
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating				I	

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Alt Order #: 06372966 Product Desc: US CHAMBER WKYC

Flight Dates: 10/16/12 - 10/25/12 Estimate: 1497

Ln Ch Start End	Inventory Code Break	Start/End Ti	ime Days	Len Spots	Rate Pri	Rtg Type S	pots	Amount
E 18 WKYC 10/22/12 10/25/12	M-F 6-630p CM	6p-630p	МГWГ	:30 4	\$3,800.00 P-5	0.00 NM	4	\$15,200.00
	Channel 3 News at 6p							
1X PER DAY								
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 10/22/12 10/28/12	МГWГ 4	\$3,800.00	0.00					
E 19 WKYC 10/22/12 10/25/12	Nightly News CM	M-Su 6:28p-7	7р МТWТ	:30 4	\$8,000.00 P-5	0.00 NM	4	\$32,000.00
	Nightly News	(6:30 PM-7:00	PM)					
1X PER DAY								
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 10/22/12 10/28/12	МГWГ 4	\$8,000.00	0.00					
E 20 WKYC 10/22/12 10/25/12	Tonight Show CM	1135p-1237a	МГWГ	:30 4	\$2,800.00 P-5	0.00 NM	4	\$11,200.00
	Tonight Show							
1X PER DAY								
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 10/22/12 10/28/12	МГWГ 4	\$2,800.00	0.00					
E 21 WKYC 10/22/12 10/25/12	M-F 11-1135p CM	11-1135p	МГWГ	:30 4	\$4,500.00 P-5	0.00 NM	4	\$18,000.00
	Channel 3 News at 11p M-F							
1X PER DAY								
Start Date End Date	Weekdays Spots/Week	Rate	<u>Rating</u>					
Week: 10/22/12 10/28/12	МГWГ 4	\$4,500.00	0.00					

Totals 72 \$228,100.00